

Nowadays, people prefer to shop in large supermarkets rather than nearby local shops. Why do you think this happens?

There is no doubt that the a large number of supermarkets is are increasing day by day in comparison with small ones. Besides, people have the tendency to buy from enormous malls because of the availability and variety of goods rather than the local stores.

Many reasons affect the people's taste in choosing the way of shopping. Generally, people are fascinated by the ambiance of the supermarket. They could find out their needs easily there namely, apparels, toiletries, electronics and in one word everyday objects. Also, by all these factors, there is no need to waste people's time.

Moreover, So many facilities have been provided in big malls for the welfare of customers, such as establishing the food courts and coffee café shops are the best example of that. Likewise, after sales services, home delivery and trained employees for guiding to select the better options encourage you to buying buy from them. Furthermore, there is an opportunity to buy online and makeing the consumers' shopping time a very enjoyable one.

In addition, in this competitive market, local shops had would better to recognize their clients' needs and searching more regarding the promotion of their stores for enticing more customers. Moreover, altering the decoration, colouring and labelling the shelves could attract the attention of the shoppers.

On the whole, it is an inevitable attitude that people unconsciously refer to huge malls for daily needs due to saving consuming the time and other reasons. It This is the duty of the small shops to consider all aspects and attempting to keep themselves up-to-date.